

HAMILTON, BROOK, SMITH & REYNOLDS, P.C.

06-05-01

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06/04/01

UTILITY PATENT APPLICATION TRANSMITTAL

*Only for new nonprovisional applications under
37 C.F.R. 1.53(b)*

Attorney Docket No.

2657.2003-001

First Named Inventor or
Application Identifier

Felix Yen

Express Mail Label No.

EL552282985US

Title of
Invention

USING VIEWERSHIP PROFILES FOR TARGETED PROMOTION DEPLOYMENT

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

ADDRESS TO:

Assistant Commissioner for Patents
Box Patent Application
Washington, D.C. 20231

1. ☐ Fee Transmittal Form
(Submit an original, and a duplicate for fee processing)
2. ☒ Specification **[Total Pages 19]**
(preferred arrangement set forth below)
 - Descriptive title of the invention
 - Cross References to Related Applications
 - Statement Regarding Fed sponsored R & D
 - Reference to microfiche Appendix
 - Background of the Invention
 - Summary of the Invention
 - Brief Description of the Drawings
 - Detailed Description
 - Claim(s)
 - Abstract of the Disclosure
3. ☒ Drawing(s) (35 U.S.C. 113) **[Total Sheets 6]**
☐ Formal ☒ Informal
☒ Fig. of the Drawings for Publication **[2]**
4. ☐ Oath or Declaration/POA **[Total Pages []]**
 - a. ☐ Newly executed (original or copy)
 - b. ☐ Copy from a prior application (37 C.F.R. 1.63(d))
(for continuation/divisional with Box 18 completed)
[NOTE Box 5 below]
 - i. ☐ DELETION OF INVENTOR(S)
Signed statement attached deleting
inventor(s) named in the prior
application, see 37 C.F.R. 1.63(d)(2)
and 1.33(b).
5. ☐ Incorporation By Reference (useable if Box 4b is checked)
The entire disclosure of the prior application, from which a
copy of the oath or declaration is supplied under Box 4b, is
considered as being part of the disclosure of the accompanying
application and is hereby incorporated by reference therein.

6. ☐ Microfiche Computer Program (Appendix)
7. ☐ Nucleotide and/or Amino Acid Sequence Submission
(if applicable, all necessary)
 - a. ☐ Computer Readable Copy
 - b. ☐ Paper Copy (identical to computer copy)
[] Pages
 - c. ☐ Statement verifying identity of above copies

ACCOMPANYING APPLICATION PARTS

8. ☐ Assignment Papers (cover sheet & documents)
☒ Assignee - Navic Systems, Incorporated
Newton, Massachusetts
9. ☐ 37 C.F.R. 3.73(b) Statement ☐ Power of Attorney
(when there is an assignee)
10. ☐ English Translation Document (if applicable)
11. ☐ Information Disclosure Statement (IDS)/PTO-1449 ☐ Copies of IDS Citations
12. ☐ Preliminary Amendment
13. ☒ Return Receipt Postcard (MPEP 503)
(Should be specifically itemized)
14. ☐ Small Entity Statement(s) ☐ Statement filed in prior application,
status still proper and desired
15. ☐ Certified Copy of Priority Document(s)
(if foreign priority is claimed)
16. ☐ Nonpublication Request (check parent application)
17. ☐ Other:

18. If a CONTINUING APPLICATION, check appropriate box and supply the requisite information:

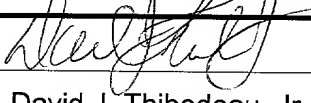
☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No.:

Prior application information: Examiner:

Group Art Unit:

19. CORRESPONDENCE ADDRESS

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Submitted by Typed or Printed Name	David J. Thibodeau, Jr.	Reg. Number	31,671